

WHAT IS CLAIMED IS:

1. A method for inhibiting and reducing enzymatically produced ROM-mediated oxidative damage to a subject's skin or mucosal membranes comprising topically delivering an effective dose of a compound that inhibits ROM production and release in a cosmetically acceptable carrier adapted for topical delivery to a subject suffering from said ROM-mediated oxidative damage.
2. The method of Claim 1, wherein said ROM-mediated oxidative damage is a viral disease selected from the group consisting of herpes labialis, herpes genitalis, herpes zoster, and varicella zoster.
3. The method of Claim 1, wherein said ROM-mediated oxidative damage results from an injury selected from the group consisting of photodermatitis, thermal burns, lacerations, and cosmetic surgery.
4. The method of Claim 1, wherein said compound is selected from the group consisting of histamine, histamine dihydrochloride, histamine diphosphate, other histamine salts, esters, prodrugs, H<sub>2</sub> receptor agonists, serotonin, NADPH oxidase inhibitor, and 5HT agonists.
5. The method of Claim 1, wherein said compound promotes the release of endogenous histamine stores.
6. The method of Claim 5, wherein said compound is selected from the group consisting of IL-3, retinoic acid, 9-cis-retinoic acid, all-trans-retinoic acid, and allergens.
7. The method of Claim 1, wherein said carrier is selected from the group consisting of a makeup product, a hair care product, an underarm deodorant product, a perfume, a cologne, and after-shave, and a lotion.
8. The method of Claim 1, wherein the carrier is a makeup product selected from the group consisting of foundation, blush, and lipstick.
9. The composition of Claim 1, wherein the carrier is a hair care product selected from the group consisting of hair dye, shampoo, and conditioners.
10. The composition of Claim 1, wherein the cosmetically acceptable carrier further comprises a colorant.

11. The composition of Claim 10, wherein the colorant is selected from the group consisting of FD&C Red No. 40 and FD&C Yellow No. 5.

12. The composition of Claim 1, wherein the cosmetically acceptable carrier further comprises a fragrance.

13. A method for treating disorders of the skin or mucosa comprising topically delivering a cosmetically acceptable form of a compound selected from the group consisting of histamine, histamine dihydrochloride, histamine diphosphate, other histamine salts, esters, prodrugs, histamine receptor agonists, serotonin, 5HT agonists, NADPH oxidase inhibitor, and an endogenous histamine releasing compound.

14. The method of Claim 13, wherein said endogenous histamine releasing compound is selected from the group consisting of IL-3, retinoic acid, 9-cis-retinoic acid, all-trans-retinoic acid, and allergens.

15. The method of Claim 13, wherein said disorders are oral.

16. The method of Claim 13, wherein said disorders are caused by bacterial infection.

17. The method of Claim 13, wherein said disorders are caused by viral infection.

18. A method for inhibiting the development of disorders of the skin or mucosa comprising the step of topically delivering an effective dose of a compound in a cosmetically acceptable carrier, wherein said compound is selected from the group consisting of histamine, histamine dihydrochloride, histamine diphosphate, other histamine salts, esters, prodrugs, histamine receptor agonists, serotonin, 5HT agonists, NADPH oxidase inhibitor, and an endogenous histamine releasing compound.

19. The method of Claim 18, wherein said endogenous histamine releasing compound is selected from the group consisting of IL-3, retinoic acid, 9-cis-retinoic acid, all-trans-retinoic acid, and allergens.

20. A method for treating disorders of the skin or mucosa resulting from cancer therapies comprising:

- a) identifying a patient receiving cancer treatment; and
- b) administering to said patient an effective dose of a compound in a cosmetically acceptable carrier, wherein said compound is selected from the

group consisting of histamine, histamine dihydrochloride, histamine diphosphate, other histamine salts, esters, prodrugs, histamine receptor agonists, serotonin, 5HT agonists, NADPH oxidase inhibitor, and an endogenous histamine releasing compound.

21. The method of Claim 20, wherein said endogenous histamine releasing compound is selected from the group consisting of IL-3, retinoic acid, 9-cis-retinoic acid, all-trans-retinoic acid, and allergens.

22. The method of Claim 20, wherein said disorders are selected from the group consisting of dermatitis, mucositis, infection, ulceration, skin lesions, and oral lesions.

23. The method of Claim 20, wherein said cancer therapy is chemotherapy.

24. The method of Claim 20, wherein said cancer therapy is radiotherapy.